



Trade Africa is a U.S. Government initiative to boost trade and investment with and within Africa.

OVERVIEW

President Obama announced the Trade Africa Initiative in 2013 to support greater U.S.-Africa trade and investment, regional integration, and trade competitiveness with an initial focus on the Partner States of the East African Community (EAC): Burundi, Kenya, Rwanda, Tanzania, and Uganda.

Trade Africa supports regional initiatives that improve market information, increase access to inputs, and reduce non-tariff barriers that can hinder trade across borders. It also advances the Feed the Future Initiative goals to increase access, availability and utilization of East African-grown staple foods in the region.

TRADE AFRICA GOALS

- **Double** intra-regional trade in the EAC
- Increase EAC exports to the U.S. by **40%**
- Facilitate **\$100 million** of new investments in sectors critical to regional growth
- Reduce by **15%** the average time to import or export a container from the ports of Mombasa or Dar es Salaam to land-linked EAC Partner States
- Decrease by **30%** the average time a truck takes to transit selected borders

FOCUS AREAS

USAID collaborates with multiple U.S. Government agencies to advance Trade Africa goals.

Activities include:

- Improving EAC regional integration as a result of a functioning Customs Unions and Common Market
- Advancing EAC Partner States implementation of the WTO Agreement on Trade Facilitation, Sanitary and Phytosanitary Measures, and Technical Barriers to Trade
- Establishing a U.S.–EAC Commercial Dialogue to bring the private sector together with policy makers
- Launching the East Africa Trade and Investment Hub to provide trade capacity building and investment facilitation assistance
- Advancing the “Doing Business in Africa” campaign to encourage U.S. businesses to take advantage of growing trade and investment opportunities

- Partnering with TradeMark East Africa on reducing barriers to transit and transport
- Supporting East African countries to better utilize the African Growth and Opportunity Act (AGOA) trade preference to increase exports and create jobs



An employee works on shirts destined for the U.S. through AGOA at Mombasa Apparel's newly opened fourth coastal factory.

AGOA SUPPORT IN EAST AFRICA

USAID introduced the following initiatives to deepen the commercial relationship between East African and U.S. companies:



Origin Africa awareness campaign to change perceptions about doing business in Africa, put Africa on the map as a preferred sourcing destination and demonstrate to international buyers and industry leaders that creativity and innovation are an integral part of Africa's future

Friends of Africa Apparel Board of Advisors, a cross section of leaders in the U.S. apparel industry contributing knowledge and expertise to guide Africa through its growth as a global sourcing destination

Buyer missions, customized visits from motivated U.S. companies seeking to source from Africa

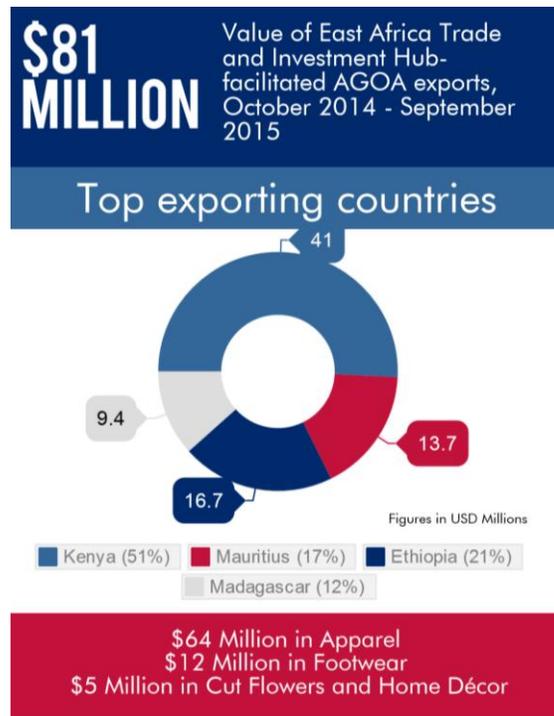
TRADE AFRICA IMPACT

TradeMark East Africa achieved an aggregate reduction of end-to-end corridor transport time of **8.7%**. The time and cost of transit along East Africa's Northern Corridor (Mombasa to Kampala / Kigali) accounts for nearly 40% of the value of a good by the time it reaches the market.

TradeMark support to Mombasa Port Authority and Revenue Authority to improve efficiency and transparency in clearance of goods, reducing the cost of doing business in East Africa. Mombasa is not only Kenya's main gateway to international markets, but all of East Africa's.

USAID's East Africa Trade and Investment Hub facilitated over \$80 million of exports under AGOA in its first year of operation (Oct. 2014 to Sept. 2015). According to a 2014 McKinsey apparel industry survey, Ethiopia and Kenya were at the top of many buyers' list of future sourcing destinations.

East Africa provides a reliable and cost-effective apparel sourcing destination for international companies looking to diversify and expand their portfolios.



USAID/KENYA AND EAST AFRICA CONTACT

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